A Non-Technical Brief

From Reputation Interpretation Services

On the YouTube "AI Slop" Issue

And how to Authenticate YouTube Videos produced by actual human beings

Background:

Reputation Interpretation Services (RIS) has been concerned about the ethical use of AI since its onset in 2024. The company has designed and tested any number of approaches to thwarting the incursions of AI into existing content and stealing that content or subverting it for purposes other than the original intention of the creator.

The approaches used by RIS have included third-party tools such as survey platforms, QR codes, hosting platforms such as the Internet Archive, PDF transformations, text to audio to text conversions, foreign language translations, and other techniques. Some of these approaches have been supported by Google's AI development team, of which PM Thomas is a member. RIS has worked with Google's AI for 35 months and is a leading developer of AI applications, according to Gemini.

Authentication:

RIS has tested focus groups and beta-tested several market segments with various Authentication technologies, including:

- The non-profit sector
- Social Enterprise
- Women-owned businesses
- Public Speakers / the Human Potential market
- Musicians / Independent Singer-Songwriters
- Music Video Producers
- Documentary producers / live event recordings
- Public Speaker's videos on YouTube

What has become evident is that there is considerable desire to protect one's own Intellectual Property (IP) in the marketplace, and no one is quite sure how to do it.

THE RIS Approach:

RIS has demonstrated the effectiveness of incorporating the ethical use of AI, particularly Gemini, in “AI-proofing” IP. The approach originated from a project to help personal growth guru’s in preserving their “legacy” (both on YouTube and digital text) and simultaneously reaching new audiences by making the IP inter-reactive.

To make a text or video inter-reactive involves indexing the document or video, creating a query system (such as a Gemini prompt or the “Ask” button on YouTube) to enable the reader or viewer to ask questions about the content without needing to view or read in a linear fashion.

The YouTube Solution:

In a non-technical sense, it has been disclosed that there are perhaps 30% of the videos on YouTube that are created by AI bots and are engaged in disrupting viewers with inappropriate content while simultaneously getting paid for viewership. YouTube has disclosed details of this issue to developers that are beyond the scope of this non-technical brief. Suffice it to say, that legitimate creators are concerned that they are potentially being eliminated by an AI-bot “trained” to sniff out the very problem their AI counterparts have created.

RIS is prepared to offer Alphabet/YouTube a solution to enable legitimate content creators to Authenticate their content. This could be adapted into the Terms of Service of YouTube. RIS is prepared to market a simple Content Creators’ Kit that provides them with the “recipe” for how to Authenticate their own YouTube Video.

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